

# Society for Applied Anthropology

# Newsletter

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## SfAA PRESIDENT'S LETTER

By Jean J. Schensul  
The Institute for Community Research

In this article I will look at several topics which should interest social scientists. They include: managed care, equitable educational opportunities and the right to choose life or death. Before I begin, however, I want to thank those who wrote me in response to a previous column on managed care. Since that time, we have been accumulating cases on an anecdotal basis. Here are a few of the situations that I think you should consider:

**Case:** A healthy middle class young man of 30 suffers a concussion, is given painkillers and is told his headache will go away. Three months later, after several visits to his primary care physician and a neurologist, his headaches are worse. Still, he is told to wait. He requests an MRI, which is refused. After four months, he is unable to work and remains undiagnosed.

**Case:** A healthy 52-year-old woman has reproductive surgery. After discharge, she is told her severe pain and abnormal odor is normal and is prescribed painkillers. After a week of severe pain, her primary care physician apologizes for his inability to rehospitalize her and requires that she take antibiotics which he prescribes over the telephone. Ten days later she refuses to leave the emergency room until she is hospitalized and barely escaped sepsis. She misses 14 weeks of work.

**Case:** In March, an African American woman in her 40s, holding a senior administrative position, has a mastectomy which her plan covers as outpatient surgery. After complications, she is still not back at work.

**Case:** A Puerto Rican child with a high fever is taken to a new and expensive children's specialty hospital outpatient clinic. There are no translators; the mother only speaks Spanish. The child is sent home with an aspirin. The mother returns in desperation and the child is diagnosed with meningitis and nearly dies. When community activists ask whether the hospital will fulfill its commitment to hire translators for its 60% Spanish-speaking population, hospital personnel say they will "when they can afford it".

No one yet understands the personal and social costs of managed care, especially when an illness is rare, not readily diagnosable, complicated or a chronic health problem.

**Case:** A 65-year-old diabetic male, a retired professional, goes to the emergency room with chest pains. He has a blocked artery and undergoes angioplasty. During a five-hour procedure, he is put on a catheter. He is sent home on the third morning with a severe urinary tract infection which goes untreated. Urologists are out of town, and his internist prescribes a medication. His wife discovers that it is a painkiller when the symptoms continue. Ten days later he is still untreated for a hospital induced infection.

**Case:** A formerly addicted person with a family, a good job and promising future, relapses. Employers can terminate but prefer other alternatives. The patient's plan does not permit inpatient hospitalization advised by the counselor. The patient needs a totally controlled environment that accounts for every waking hour. Workplace and home are transformed into a treatment environment. The result: a recovering addict. The cost of treatment per day: one hour of paid counseling at a clinic; 23 hours of unpaid counseling and monitoring shared by family and work place.

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What is wrong with these pictures? Are these instances only aberrations in a changing health care system? Or are they harbingers of the future? What can improve the environment which makes these situations possible?

No one yet understands the personal and social costs of managed care, especially when an illness is rare, not readily diagnosable, complicated or a chronic health problem. Physicians are taking care of themselves by forming HMOs; and health service providers are unionizing.

Consumers must protect the common interest by promoting:

- quality assurance guidelines
- lawyers or paralegals paid privately and positioned in hospitals to assist patients and their families to advocate for themselves class action suits
- consumer boards, informed networks of advocates, and self help groups systems for the collection of in-depth case documentation in addition to superficial consumer satisfaction surveys
- provision of financial supports or incentives to families and work places providing the inpatient-equivalent care to persons with chronic or acute health problems

**Meanwhile, empower yourselves. Don't take anything for granted. Buy short and long-term disability insurance. Learn to ask the right questions at the drop of a hat. Be prepared to advocate for yourself and others.**

Social scientists, as professionals as well as responsible consumers, must commit to prevention and to new ways of measuring prevention outcomes. We must fight to introduce qualitative inquiry into managed care MIS systems over and above the ubiquitous (and heavily biased) focus group studies. And, as consumer advocates, we must build, join and otherwise strengthen consumer movements to consider health care alternatives.

As we accumulate sufficient evidence to identify the short- and long-term social and economic costs to the consumer and to society at large, we will be in a central position to be able to debate reallocation of health costs and benefits and to discuss alternative systems including public and private partnerships for doing so.

Meanwhile, empower yourselves. Don't take anything for granted. Buy short and long-term disability insurance. Learn to ask the right questions at the drop of a hat. Be prepared to advocate for yourself and others. Never leave a family member alone in the hospital when important decisions might be made about their welfare. Always check your medication. Do not let any provider (or anyone else) tell you "you may be somaticizing" when they cannot diagnose your problem, especially if you have headaches, are dizzy, are tired or weak for long periods of time, or may be

going through hormone changes, and *never* assume that poor health care is "not my problem". Like poverty, disability and aging, every one of us is now exposed to the potential for poor health care. It can happen to anyone. It can happen to you.

### ***Educational Equity***

Plaintiffs in the Connecticut landmark equal education suit against the state - "Sheff, et al. Vs. O'Neill, et al." - won their case in one of the most significant integration suits of the past three decades. In a state of 169 separate education systems ruled by municipal boards, even an historical suit which redistributed tax dollars according to need failed to produce educational equity. Urban school systems in Connecticut (as elsewhere) have far fewer educational resources, and student scores are significantly lower than those in other municipalities of the state. Further, urban and suburban schools in Connecticut are segregated by race, class and ethnicity.

In "Sheff, et al. Vs. O'Neill, et al." (15225) the judges ruled that the state is responsible for providing substantially equal educational opportunity to school children throughout the state. If the state fails to remedy substantial inequalities in the educational opportunities being afforded to school children, "its actions and omissions constitute state action". The ruling further argues that the school districting and attendance statutes, as enforced with respect to the plaintiffs, are unconstitutional; the scope of the state's obligation to provide school children with substantially equal educational opportunity and requires the state to take further remedial action".

While the governor, a Republican, pledged that "there will be no bussing in Connecticut", the days of exclusive local control over education, *de facto* redlining and housing segregation, and urban isolation may be numbered in Connecticut. While the ruling does not provide for specific solutions, educational and housing innovations designed to bridge, bypass or eliminate municipal boundaries, and ensure ethnic mixing are called for and must be supported by the state and local communities. The situation lends itself to intervention by applied educational anthropologists working with educators and communities for change. Watch for a book soon to be published by John Brittain, University of Connecticut Law Professor, on implications of the case for equal education in the United States.

**In the United States, the debate revolves around who has the right to make the decision regarding life/death and what the social consequences of differing positions might be. With regard to individual rights, liberal rhetoric argues that individuals of sound mind should have the right to take their own lives.**

### *Limiting Life*

The *New York Times Magazine* just printed an article examining opposition to assisted suicide. Euthanasia, through assisted suicide, has been a topic of debate for the past decade. In the United States, the debate revolves around who has the right to make the decision regarding life/death and what the social consequences of differing positions might be. With regard to individual rights, liberal rhetoric argues that individuals of sound mind should have the right to take their own lives. Recent research debates this position, suggesting that even under difficult circumstances, suicide is a consideration only in the presence of depression. Thus it is an unhealthy response and on those grounds should not be allowed.

**In all of these debates, the responsibility for health, disease and death is shifting from the medical establishment to the individual. So far, the critical influence of broader social and environmental contexts in health maintenance and disease promotion has been discussed less.**

With respect to patient/provider relations, physicians have shifted from the use of heroic measures to comfort management. But most providers do not feel comfortable taking a proactive stance in relation to death. Just as financial incentives to reducing the quality of care under managed care reduce patient trust in providers, so some argue, physicians and other health care providers will lose the trust of their patients if they become instruments of death as well as of health promotion.

In all of these debates, the responsibility for health, disease and death is shifting from the medical establishment to the individual. So far, the critical influence of broader social and environmental contexts in health maintenance and disease promotion has been discussed less. For example, to ask the obvious, is there particular significance attributable to assisted suicide at a time when the social and economic costs of maintaining family members with severe or chronic health and mental health problems may be disabling? Is suicide a moral imperative when individuals assess that the cost of sustaining their life is too high? What can we learn, if anything, from a cross-national analysis of social and individual responsibility for health and illness, living and dying? And how do we establish opportunities for secular public discussion of these issues?

Perhaps most important, discussions about life and death raise questions of meaning rarely addressed in the context of fast-paced urban living. Your comments are welcome. Write me at [jschensu@aol.com](mailto:jschensu@aol.com) or Institute for Community Research, 2 Hartford Square West, Ste. 100, Hartford, CT USA, 06106; or Ed Liebow ([liebow@battelle.org](mailto:liebow@battelle.org)), program chair for our 1997 Annual Meeting.

## TARGETING ANTHROPOLOGY IN THE MARKETPLACE

By Lenora Bohren and Pam Puntenney  
Colorado State University and University of Michigan

One of the most talked about subjects in anthropology is the marketplace be it academic or non-academic. The subject is not new and has occurred frequently among colleagues and friends in "private" discussions. At the 1996 SfAA Annual Meeting, an informal working meeting was held to "publicly" discuss the various aspects of this topic and to move towards defining the next steps that individuals and associations can put into place as a resource for members. The following is a summary of that session.

We are all well aware that the time when you went to college, majored in a subject area, maybe worked for a while, came back for graduate training and after completing your course of study were fairly assured that a job was near at hand with a predictable career track, is gone. When this change began to occur in the 1970s, students were advised that they could expect, on the average, to have 2.5 major career changes over their lifetime. The students of today are expecting to have as many as six.

The impact of the global economy, mass communication, technology, and the changing notions of government and nation states with all its implications has shaped the current corporate contract in the United States. It is now the savvy employee who keeps their resume sharp, develops new skills relevant to the demands of the market, and cultivates their networks, keeping them strong and ready for perhaps a better job elsewhere.

It is predicted that the last bastion of job security, the tenured faculty job, will also fall by the wayside in the next decade or so as did Civil Service employment. Over the last couple of decades, notions such as company loyalty, working for one or two organizations over the life of a career, and stable, predictable career tracks for advancement are changed.

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In American culture, unfortunately, the dominant belief is that our job is our identity and if what we are searching for does not materialize, we are at a loss. A moment of reflection would tell us (as common sense dictates), that

*(continued on page 4)*

we are much more than a particular job. Nevertheless, the belief continues to impact people negatively, sometimes spiraling into a cycle of despair. It is easy to turn to the academy for answers and/or much needed support, but it is naive to expect the universities to have the resources to set up needed structures in this current marketplace without linking to other partnerships outside the academy. These changes and challenges have and continue to affect Anthropology as a discipline and define its relationship to the college and university system. They also impact anthropologists in terms of potential opportunities with the community, government, business and industry, and the non-profit sectors.

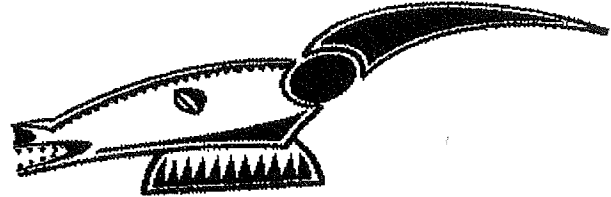
In marketing anthropology, who is responsible? The educational institutions who provide the training? Our communities who provide the training? Our communities who provide employment opportunities? The students who have finished their training and perhaps have become one of the many familiar faces that are pounding the pavements? Or the mid-career professionals in transition to perhaps new career opportunities?

Our challenge for anthropology is to forge new relationships, create institutional arrangements, and build grassroots initiatives that engage anthropologists. In this brave new world of marketing Anthropology, participants were selected from NAPA, SfAA, HPSfAA, and WAPA to share strategic initiatives and survival strategies. Each are entrepreneurs and representatives of the different parts of this elephant we are all trying to understand. Insight gained from the workshop fell into the topical areas of what has worked, what has not worked, opportunities, and general comments. Themes such as the need for *flexibility* and the need to create your *best image*, i.e. selling yourself and your skills, reoccurred throughout the workshop. Important insight learned from “what has worked” included the need to be adaptive and creative and to pay for your strengths. Insight gained from “what has not worked” were the fact that students lacked knowledge of what skills are needed in the “real” world and there is a bias against anthropological jargon such as “hanging out”. Important insight gained from the discussion of opportunities were the need to make your own opportunities by marketing yourselves in terms of specific skills such as project management or grant writing. Consulting seemed to be a field of opportunities. General comment insight focused on the usefulness of many anthropological skills such as listening, understanding, observing, mediating, etc. in the marketplace. Comments also focused on the need for training, coaching, and informing students of placement/career of-

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fices. The session was very lively and informative. We hope to continue the dialog in future sessions.

If you have further thoughts you would like to add or if you are involved in a successful initiative you would like to share, contact: Putenney (pjpunt@umich.edu), or Bohren (bohren@cahs.colostate.edu). We would like to publish the insight gained from this sessions and those you submit.



## **SfAA's COOPERATIVE AGREEMENT WITH THE ENVIRONMENTAL PROTECTION AGENCY**

In June, the Office of Sustainable Ecosystems and Communities (OSEC) of the United States Environmental Protection Agency (EPA), approached the SfAA to initiate plans for a five-year Cooperative Agreement (CA). The Cooperative Agreement is a mechanism that establishes a dialogue between an agency of the Federal Government and a contractor around shared programmatic priorities, and permits funding to flow within the general guidelines set up and agreed to by both parties.

The SfAA has since submitted an application to the EPA to permit the creation of a Cooperative Agreement. The Cooperative Agreement, if approved, will provide money to the Society to set up a network of applied anthropologists who can act as consultants to EPA regional offices, local communities and the national office. It will fund two post-MA fellows each year for up to six months in the national office to carry out projects of mutual interest in the area of community-based environmental planning. It will also establish workstudy relationships with ten regional EPA offices, providing internship opportunities for applied anthropology students. It will also provide support to student interns to enable them to work on brief assignments with regional offices and local communities. It will cover the costs of technical assistance and consultation to regional EPA offices and local communities, pay for dissemination of anthropological tools and working papers useful in community based environmental planning, and contribute anthropological expertise to evaluate EPA projects, products, papers and other efforts

Activities under the Cooperative Agreement, if it is approved by both the EPA and the SfAA Executive Committee, will begin with open discussions and an SfAA-sponsored environmental anthropology workshop in San Francisco this fall. The Agreement will be in effect for five years with a maximum ceiling of \$350,000 each year. The ceiling

is just that; there is no guarantee that it will be reached nor is there assurance that, after an already designated \$25,000 from Fiscal Year 1996 for initiation of the CA, there will be additional money in the EPA budget. Whether it is, will depend, in part, on the activities of our members and the status of the federal budget in 1997/8. Further, the Cooperative Agreement will not preclude independent submissions of grants, contracts and other requests for support from anthropologists directly to the EPA. It will only expand opportunities for our members. For more information on the agreement and its implications, contact Jean Schensul (jschensul@aol.com). If you are interested in becoming directly involved in the consultants network and/or the fellows program, contact Barbara Johnston (bjohnston@igc.apc.org). Copies of the grant application are available from the SfAA office. Many thanks to Theresa Trainer, an applied anthropologist within OSEC, and to her colleagues who have made possible this close working relationship between anthropologists and other environmental social scientists.



## SfAA'S LONG RANGE PLAN

Last March 31, at a retreat attended by the full Executive Committee, the framework for a strategic plan for the SfAA emerged. The Society has a financial long-range plan but, until this retreat, had not developed a strategic program plan with specific long and short term goals and objectives - i.e., a blueprint for programmatic action.

Following are first draft SfAA goals resulting from the retreat. These goals will be modified and improved through the work of planning task forces and feedback from the membership at large. Our first priority is to gain consensus on the seven major strategic goals that represent the program and administrative directions of the Society.

### *Goal I: To strengthen international, interdisciplinary stance of SfAA*

The mission of the SfAA defines the organization as interdisciplinary. Our membership is becoming increasingly international. To respond to these directions, the task force is charged with the responsibility of assessing facilitators and barriers to more broadly based international and interdisciplinary representation and focus. Moreover, it will suggest avenues that the SfAA can move over the next five years to promote these directions.

**Task Force** - Barbara Johnston, Sandy Ervin, John Young, and Julienne Lipson

### *Goal II: To improve services to various member constituencies, especially "students," at all levels*

The SfAA has at least ten membership categories and constituencies. Services provided to them are uneven and inconsistent. Further, the Society has a strong commitment to furthering the careers of MA professionals and students. The Goal II working groups are charged with clearly identifying each of the target populations and its needs, and proposing services the Society can provide to meet these needs and expand membership. The task forces will also review recruitment, enrollment and retention of members.

**Task Forces** — *Students/training:* Vince Gil, Mike Whiteford, John Young

*MA professionals:* David Rymph is contact to their TIG leader

*LPOs:* Carla Littlefield

*Departments:* Linda Whiteford, Linda Camino and past presidents

*Workshops and retooling:* Stephen Schensul, Sandy Ervin, Ken Barger, Allison Bingham, and Rebecca Joseph

### *Goal III. To increase diversity and representation of ethnically underrepresented people*

Most members of the Society work in ethnically or otherwise diverse contexts. The Society is committed to creating an environment within our organization that is more reflective of the contexts within which we work daily. This Task Force is charged with the responsibility of reviewing the structure, thematic content, activities, and administration of the Society and suggesting changes in all of these areas to ensure broader representation of ethnic and linguistic groups, as well as groups that self-identify by ability/disability, gender, age and sexual preference.

**Task Force** — Tony Paredes, Tony Whitehead, Faye Harrison, Idaly Torres, and the ICC

### *Goal IV. To improve the capacity of the organization to respond to policy issues*

The SfAA's structure for responding to policy issues now involves channeling requests through the President who then requests a response from SfAA members or groups. This is inefficient. The organization needs a structure and a set of procedures for identifying policy-related issues, creating policy platforms, and addressing incoming policy-related issues

The task force is challenged with reviewing the structure and electronic capacity of the organization, and suggesting ways of responding to and generating policy-related issues of interest to the membership. The task force will also consider how to review and manage resolutions coming from the membership for discussion at business meetings.

**Task Force** — Barbara Johnston, Carole Hill, Bill Leap, and Rob Winthrop

### *Goal V. To promote anthropology to the public through public outreach and press relations*

The SfAA is concerned about the public's continuing limited understanding of anthropology and its uses. The Society has been involved in some activities to promote anthropology to the public in collaboration with NAPA (six promotional projects, directory, and video

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highlighting applied anthropologists). The task force is charged with furthering these efforts and seeking ways of gaining a more positive and accurate image of anthropology with the press.

**Task Force** — Pat Higgins and Tom May

**Goal VI.** *To strengthen management capacity and delineate sharing of responsibility and oversight between the EC and PMA*

The SfAA is a professional organization with a volunteer board. The board contracts with a for-profit entity to manage our business office. Roles and responsibilities for both must be clear, and must be redefined regularly in dialogue. The task force is charged with reclarifying lines of responsibility between the EC and our business office, and to guarantee that procedures are in place for ensuring good communication and a protocol for contract review, revision, evaluation and renewal.

**Task Force** — Carla Littlefield, Tom May, Jean Schensul and Benita Howell

**Goal VII.** *To strengthen the fiscal infrastructure of the Society*

The SfAA is in a fiscally sound, but potentially precarious position. Our means of generating income are relatively stable, but our sources of income - journals, membership and annual meeting - generate differential income each year. For the past several years we have not generated large amounts of additional revenue to enhance our fund balance. Our fund balance and our trusts and other sources of funding for awards and prizes should also grow. There is a good financial plan which needs to be operationalized. The task force is charged with revitalizing our financial strategic plan, developing new ways of generating revenue, and Integrating long range fiscal and program planning of the society.

**Task Force** — Carla Littlefield, Dennis Wiedman and Tom May

Please review the outline for the plan and contact the first person on each task force list if you have suggestions or are interested in working with it. You can obtain e-mail, ground and fax addresses through Leisa Gore in our Business Office at (405) 843-5113, fax (405) 843-8553, E-mail [sfaa@telepath.com](mailto:sfaa@telepath.com).



## WAPA's 20TH ANNIVERSARY MEETING

By Will Sibley  
Shadyside, MD

*This is a summary of remarks made by Will at WAPA's birthday bash held in March of this year.*

The Washington Association of Professional Anthropologists (WAPA), with some 200 members, was organized by Conrad Reining and several of his graduate students in 1976. Today, the group is probably the longest-lived practitioner group in the country.

On March 5, 1996, WAPA held a 20th Anniversary celebration at its monthly meeting. In attendance were roughly three-quarters of all Past-Presidents, a remarkable number in view of the relatively high mobility of anthropologists. The meeting was led by Co-President Irene Zimmerman, and moderated by Connie Ojile.

Ojile led the group in discussions highlighting the early history and evolution of the group, which was organized at a time when anthropologists were struggling with nonacademic identities and the skills of getting jobs in the broader marketplace. Subsequent meetings will focus on such topics as the changing role of WAPA, as the employment market for anthropologists outside the academy has matured, and how better to deal with generational change within the group itself as time passes.

WAPA members, though largely engaged in activities outside the academy, remain active professionally. More than twenty WAPA members were on the program for the 1996 SfAA Annual Meeting in Baltimore.

WAPA meets monthly, ordinarily on the first Tuesday of the month, and welcomes visiting anthropologists. Co-President Irene Zimmerman can be reached at (202) 466-4943. For more information, contact me at (301) 261-9404, or E-mail: [shadyside@aol.com](mailto:shadyside@aol.com).

## REPORT FROM THE EDITOR-DESIGNATE OF *PRACTICING ANTHROPOLOGY*

By Alexander (Sandy) M. Ervin  
University of Saskatchewan

I am already editing some articles and issues for 1997 and discovering some personal benefits. One of them is learning about the innovative ways that people are practicing their anthropology, especially in places where I had little previous knowledge. The other rewards will be found in helping colleagues bring their ideas to print while, in turn, I learn more about how the English language works. I am already spending a lot of time with the *Chicago Manual of Style*, the *Practical Stylist*, *Webster's*, and *Struck and White*-relearning and refocusing old lessons from many years ago.

Benefits aside, I am rapidly learning how time consuming this job will be, and how marvelous were the efforts of Pat Higgins and her predecessors in editing such well-written and informative articles. One thing that set *PA* apart from many academic journals is that people actually seem to want to read its articles on a regular basis.

As I see it, the style of *PA* is a nice balance, somewhere between an academic article and an informative piece written for the Sunday supplement of a quality newspaper. Clearly, the authors and the editors have been sensitive to the needs of the reader. Bearing that tradition in mind and from some editing, I have made some preliminary observations about *PA*'s style and its editing process. I would like potential submitters of papers and special issues to consider some of them when preparing their drafts.

1. *Make the anthropological connection as explicit as you can.* Try to show how the anthropological methods, perspectives or styles made a difference in the research or practice described in your paper. Do not assume that the reader can guess it.

2. *However, do not worry about relating your paper to the most recent trends or literature in anthropology.* For practical work, some of the recent trends in academic anthropology may not always be that relevant anyway. Stick to the basics that you have already learned and intelligently paraphrase anthropological concepts and lessons. Do not bother with massive literature searches, referencing, and bibliographies. No footnotes please. Include all the relevant information within the body of the article. If a reference is crucial, include the complete citation within a parenthesis in the body. Any acknowledgements that are felt necessary should be included in a very brief note at the end - but, please try to avoid them.

3. *Provide some substantive information about the research setting, the people themselves, and some actual findings of the research or practice.* While reflectivity has been a central theme for many *PA* papers, it is important to maintain a balance. We are interested in hearing of new experiences in the nonacademic practice of anthropology. Applied anthropology is advancing rapidly by its frequent "re-invention" through practice. It is important to know how you came to do the work you have done, what you have learned personally, and how you feel about it. It is also a good idea to hear how you think your lessons could be reabsorbed into anthropology. You do not have to be overly timid in expressing your opinions.

However, anthropology is an empirical field science. Tell us something about the people, settings, and at least some substantive findings of your practice or research. Be accurate. Pay attention to the sensitivities of the peoples who have been the subject to your research or practice. Credit the appropriate persons.

It is recognized that some articles will be more reflec-

tive and others will be more substantive. Also, we will maintain flexibility and will be open to innovative approaches to writing and content.

4. *Try to place yourself in the situation of the busy reader.* Invariably your audience already has an enormous amount of written work, but is generally relieved to read articles written in *PA*'s style. Be brief, interesting and do not assume the reader knows the context, acronyms, and other insider information. Lead the reader to some conclusions, or explicitly point out dilemmas or areas yet to be resolved.

5. *Submit your best writing.* The articles are short - ten to twelve pages. Edit them as much as you can. Have a friend look over the paper. Whatever it takes. We can all benefit from other people's editing advice.

6. *Consider any editorial advice as constructive criticism and intended to improve your clarity for the sake of the reader.* I play two roles - editor and external reviewer. Sometimes authors can be miffed or discouraged after being

requested to make changes on their article.

***Do not agonize over the requests.*** If they seem impossible, contact me or briefly explain your replies. We can talk about the changes and come to some agreement.

Here are a few guidelines to following when submitting a paper:

- Do not send me a draft of a paper that you hastily put together while in flight to the conference.
- Do not try to send me a paper that is two or three times the required length.
- Send preliminary enquiries or abstracts.

I am committed to seeing that good work, relevant to practice, comes to print. It is to your advantage to publish an effectively-written article with us. *PA* is influential and, for anthropology, has one of the largest circulations in the world.

As of September, the offices for *PA* will be moving to the Department of Anthropology and Archaeology, University of Saskatchewan, Saskatoon, Saskatchewan, S7N 5A5, Canada. My office telephone number is (306) 966-4176; the departmental fax is (306) 966-5640. My E-mail address will be announced later.





### **SUBMISSION GUIDELINES TO *PRACTICING ANTHROPOLOGY***

Articles should be written in an interesting style that maintains the reader's attention. The lengths should be no more than 10-12 double-spaced pages each. References to the literature should be avoided or used sparingly. Titles should be no longer than sixty characters long.

Submissions should be accompanied by photos - at least one of the author. Other photos illustrating the articles are encouraged and there should be a cover photo representing the theme of the issue. Photos can be derived from color prints and from snapshots, but they should be of good contrast.

One paragraph sketching the author's affiliations, activities, education and applied interests should accompany the submissions.

If possible, we would like to have the material on a diskette. We use Macintosh ( Claris Works II or WordPerfect). Our conversion program allows us to handle DOS, but try to convert to an earlier version so that we are more likely to have it available on the conversion program.

## **MINDING YOUR BUSINESS**

By J. Tom May  
Professional Management Associates

*"Does the Society have a savings account to guard against future emergencies?"*

The Society has a "reserve account" to guard against future, unanticipated problems. The Executive Committee established the fund in 1989. The fund is equal in size to a year and a half of the operating budget of the Society. This is slightly below the level that is recommended for associations like SfAA.

The money in the fund is invested in conservative mutual stock and bond funds. The Executive Committee developed a policy statement which guides the investments and provides for periodic review and re-investment.

The reserve fund serves several vital purposes. It is, first and foremost, a cushion against unexpected financial problems which might threaten the organization.

The reserve fund is also a clear sign of the stability of the society. Potential donors invariably inquire about the reserve fund — Do we have one? What is the size? Is it governed by a clear policy statement? The fact that we

**In 1995, the Society earned over \$15,000 from interest/dividends in the reserve fund.**

have a fund is an assurance that donations for specific purposes will not be siphoned into the operating budget.

The Society also earns interest from the investments of the reserve fund and these are channeled into the operating budget. In 1995, the Society earned over \$15,000 from interest/dividends in the reserve fund.

The existence and growth of a reserve fund is an important element in the strategic planning and growth of the Society.

## **NEW SfAA STUDENT COMMITTEE**

By Carla Guerron-Montero  
Oregon State University

As the recently elected Chair of the SfAA Student Committee, I would like to take this opportunity to introduce myself and the other members of the committee, and to inform student members of different participation possibilities.

My name is Carla Guerron-Montero. I will serve as Chair of the Student Committee for the period 1996-1998. I am Ecuadorian, finishing a Masters degree in Applied Anthropology at Oregon State University (in Corvallis) and this September I will start working on my Ph.D. studies in cultural anthropology at the University of Oregon (in Eugene). I have done research in the areas of gender, development and natural resources; education; economic conditions, and popular culture of Afro-Latin American populations.

**The Student Committee plans to work towards increasing student membership, participation and attendance in SfAA events.**

Now let me introduce you to some of the other student leaders. The new *Newsletter* Student Editor is Tony Hebert. Tony holds a M.A. in Anthropology from the University of Florida and is currently working on his Ph.D. at the same institution. His areas of expertise focus on applied anthropology; quality of life research (both in rural and urban assessments); narratives and text analysis, and gerontology among North American ethnic groups.

Ken Goodman is the Student Coordinator for the 1997 SfAA meetings. Ken holds a Master in Applied Medical Anthropology from the University of South Florida. Currently, he works at Batelle Centers for Public Health and Research Evaluation in Arlington, Virginia, where he is involved in qualitative public health program evaluation studies. He has also worked in the areas of social epidemiology of infectious diseases and environmental health.



Following the tradition of excellence of past student committees, the current Student Committee plans to work towards increasing student membership, participation and attendance in SfAA events. Some of the objectives planned include: increasing international student participation and membership; promoting linkages with anthropological organizations in the US and abroad; and providing students with career building, job-seeking and publishing opportunities. These goals can only be accomplished with the active collaboration of every student member of the organization.

**I encourage the student members of SfAA to become involved in the Student Committee, and some formal positions are still available.**

During the 1997 Annual Meetings in Seattle, several activities specifically directed to students will take place. There will be a poster competition, a Careers Workshop featuring practicing anthropologists, and two sessions on Applied Training Programs. Other events are currently under discussion. (For additional details, please refer to Edward Liebow's article in this issue).

On behalf of the SC, I encourage the student members of SfAA to become involved in the Student Committee. Some formal positions are still available, and those students interested in serving as secretary or treasurer, or in participating in forthcoming events, can contact the SC officers for further information. Any suggestions and comments would also be greatly appreciated. The SC officers can be reached at the following addresses: Carla Guerron-Montero (271 N. Grand Street, Eugene, OR 97402. My telephone number is (541) 338-8301 and you can reach me via E-mail: [guerronc@gladstone.uoregon.edu](mailto:guerronc@gladstone.uoregon.edu). Tony Hebert's address is 221 SE 7th St. #1, Gainesville, FL. 32601. His telephone is (352) 338-0624, and you can reach him electronically at [hebarta@nervm.nerdc.ufl.edu](mailto:hebarta@nervm.nerdc.ufl.edu). Finally, please feel free to contact Ken Goodman at Battelle CPHRE, 2101 Wilson Blvd., Suite 800, Arlington, VA., 22201. His telephone is (703) 875-2101, and he can be contacted via E-mail at [goodmanj@battelle.org](mailto:goodmanj@battelle.org). Thanks for your attention!



## LPO NEWS

By Pennie L. Magee  
Tropical Resources  
Denver, CO

Greetings from the Front Range of Colorado! Summer is at an end, and it must be that time of year when everyone is trying to get in that last bit of fieldwork or vacation before the fall semester begins. Many LPO representatives were not in town when I called for information on their latest activities. I would like to hear from all the LPOs out there so we can keep current on what is happening for each of us. Please call me at (303) 543-0655 or fax me at (303) 543-2217 with news. I will have an e-mail address in the very near future, so if you have the connections, let me know your e-mail address as well.

The High Plains Society for Applied Anthropology (HPSfAA) held its annual meeting in April in Estes Park, Colorado. Marietta Baba was the keynote speaker and gave participants much food for thought in her presentation entitled "Notes on a Theory of Practice".

The theme of the conference was to examine the concept of "the other" from several perspectives. A wide variety of people attended, including a significant number of students from various anthropology departments in the region. The presentations on the topics reflected the range of individual professional experiences with the idea of the other in each person's work. The students organized a "quick and dirty" study of how conference participants perceived "the other". They were creative in their approach, using participant-observation, individual interviews, and in several cases, videotaped the interviews. During the final session of the conference, the students presented a short videotape based on the footage collected during the weekend, and also discussed their own understanding of the conference theme. Please consider attending this conference next year in Estes Park. You will come away renewed by the creative and intellectual energy that develops throughout the discussions, and by the beauty of the mountain setting.

Speaking of beautiful scenery, members of the HPSfAA will meet for their annual retreat at Ghost Ranch in northern New Mexico from October 4-6. The group gathers at this ranch each fall to enjoy each other's company, to hike, and to provide a forum for brainstorming about the future of the LPO.

The newest LPO in our midst is the UNL-LPO (University of Nebraska at Lincoln), sponsored by Emilia Gonzalez-Clements. The LPO has a multidisciplinary approach to applied anthropology and is comprised of students. It meets regularly during the academic year. Students from this group were major participants in the HPSfAA conference this year, and they plan to attend the next SfAA conference. Those who met these students in Estes Park were inspired and encourage by the energy,

insights and professional potential demonstrated by these representatives of the new generation of applied anthropologists. Welcome to our extended family.

That is the news. Please remember to call me with information you would like to see in the LPO column this year.

## Report From *HO* Editor

By Robert V. Kemper  
Southern Methodist University

As I write this report on August 1st, my son John (who turned 12 today) and I are watching the Olympics in our room at the La Quinta Inn in Tallahassee, Florida. We are on a family trip from Dallas to Miami, now that the Fall issue (volume 55, no. 3) of *Human Organization* has been sent to Capital City Printers in Vermont.

In the Olympic spirit, the forthcoming issue begins with an article by Peter Collings and the late Richard G. Condon entitled "Blood on the Ice: Status, Self-Esteem, and Ritual Injury among Inuit Hockey Players." Even if you aren't interested in sports, read this article just to cool off! The following article, by Craig Mishler and Rachel Mason, keeps us in the cool North with its treatment of "Alutiiq Vikings: Kinship and Fishing in Old Harbor, Alaska." The

theme of fishing continues in Elizabeth Harrison's article on "Digging Fish Ponds: Perspectives on Motivation in Luapula Province, Zambia." The next contribution, by Laurence C. Becker, deals with "Access to Labor in Rural Mali," and then Kendall M. Thu asks "What's a

'Year's Work' Worth? The Influence of the State on Cultural Constructs of Farming in Norway." Continuing the theme of rural development, John Schelhas examines "Land Use Choice and Change: Intensification and Diversification in the Lowland Tropics of Costa Rica" and Dee Mack Williams discusses "Grassland Enclosures: Catalyst of Land Degradation in Inner Mongolia." In a related ecological vein, Catherine Woods Richardson, Robert G. Lee, and Marc L. Miller ponder "Thinking about Ecology: Cognition of Pacific Northwest Forest Managers across Diverse Institutions." The following three articles examine important is-

su es related to planning and organizations: first, Alexander M. Ervin (the incoming Editor of *Practicing Anthropology*) considers "Collaborative and Participatory Research in Urban Social Planning and Restructuring: Anthropological Experiences from a Medium-Sized Canadian City;" second, Samuel Coleman discusses "Obstacles and Opportunities in Access to Professional Work Organizations for Long-term Fieldwork: The Case of Japanese Laboratories;" and third, Peter Uvin and David Miller provide a typology for "Paths to Scaling-up: Alternative Strategies for Local Nongovernmental Organizations." The final three articles move us to domain of health. First, Patricia A. Omidian and Juliene G. Lipson discuss "Ethnic Coalitions and Public Health: Delights and Dilemmas with the Afgan Health Education Project in Northern California;" then, Robert G. Carlson Harvey A. Siegal, Jichuan Wang, and Russel S. Falck analyze "Attitudes toward Needle 'Sharing' among Injection Drug Users: Combining Qualitative and Quantitative Research Methods;" and finally, H. Ann Finlinson, Beatriz Guberti, Rafaela R. Robles, and Hector M. Colon consider "What We Want to Know about HIV/AIDS: An Analysis of Questions Asked by Substance Abuse Clients Attending AIDS Education Classes in Puerto Rico." A total of 14 articles (involving 26 authors) which cover virtually every continent and many important problems for the application of anthropological and social scientific theories and methodologies — a rich collection indeed, with something for every reader!

Now, a few comments about the evolving editorial system. We are experimenting with a different process for peer review of submitted manuscripts. Instead of sending out manuscripts on a continuous ad hoc basis as in the past, we are (whenever possible) doing

**We are experimenting with a different process for peer review of submitted manuscripts.**

- We are doing "batch processing" of manuscripts. This means that we hold on to manuscripts until we have a dozen or more on hand and only then do we select the peer reviewers and send out the manuscripts for evaluation.
- It is more efficient and cost-effective, and it encourages peer reviewers to provide more useful evaluations.
- *Please note that most manuscripts are still evaluated as single items.*

"batch processing" of manuscripts. This means that we hold on to manuscripts until we have a dozen or more on hand and only then do we select the peer reviewers and send out the manuscripts for evaluation. In some cases, this permits us to send two or more similar manuscripts to the same peer reviewer. In these cases, we ask the reviewer to provide a rank ordering of the manuscripts in addition to the individual evaluation. Although a couple of reviewers have expressed a preference for receiving just a single manuscript, all others have cooperated in this experiment and have done a wonderful and commendable job in evaluating

specific manuscripts as well as rank ordering the ones reviewed (whenever more than one was involved).

This experimental review system has several advantages. First, it is more efficient and cost-effective in the use of limited resources available in the Editorial Office. Second, it encourages peer reviewers to provide more useful evaluations which, in turn, improve the Editor's decisions and offer more guidance to authors (even when a manuscript may be rejected). In some cases, this experimental system increases the time that manuscripts spend in the review process; in others, it speeds up the review process (since evaluators provide a faster response to multiple manuscript reviews than to single manuscript reviews). Everyone should understand that *most* manuscripts are still evaluated as single items; only when similar manuscripts are submitted within a month or so of one another can we use the multiple review system. We would be pleased to receive comments from authors and reviewers about this experimental system.

A number of readers have contacted us about our Internet site. We will have it completely updated by the time you read this column. So, please give us a look at: <http://www.smu.edu/~anthrop/humanorg.html>.

Finally, we wish to report that submissions are holding steady despite our announcements about the large number of accepted papers in the production queue. During the first six months of 1996, we received 47 submissions. This compares favorably with 1995 — which generated 90 submissions during the entire year — and is not too far behind 1994 and 1993 (which had 109 and 100 submissions, respectively). In the next issue (volume 55, number 4), we will finally begin to publish some of the manuscripts submitted in early 1995, i.e., when the Editorial Office for *HO* came to SMU. As we continue to publish issues containing 128 pages, we hope that the time between submission and publication will decline significantly. We will continue to report on our progress in future *Newsletter* columns.

## SfAA COMMITTEE ON ADVANCED TECHNOLOGY AS A CULTURAL PROCESS

By David Hakken  
Policy Center, SUNY Institute of Technology

Since its formal founding at the spring SfAA meetings in Baltimore, the Committee on Advanced Technology as a Cultural Process has put most of its energy into getting its special discussion channel, Anthap2, up and running, as well as a gopher/ftp-accessible archive of documents. Five notable threads have emerged so far:

- A project initiated by Kevin Eckert to make available syllabi and other documents relevant to the applied anthropology of advanced technology; this may turn into a print publication project at some point;

- Discussion of a position paper drafted by me aimed at getting the American Anthropological Association to develop a more vigorous and coherent strategy for computer-mediated communication (CMC); the discussion also has considerable bearing on SfAA;

- Solicitations by Cyril Belshaw of assistance by anthropologists and others for scholars in Third and Fourth World locations who wish to access electronic communication technology more effectively;

- Discussion between Brad Biglow and Seeker 1 (Steve Mizarch) about Web pages and organizing a virtual symposium on the anthropology of advanced technology; and

- Circulation by me of a proposal to organize "applied simulist," an informal electronic network of people interested in using computer-based simulation technology to model public and NGO structures and processes in a time of fluidity, especially if these technologies can be used to incorporate more participatory decision-making.

SfAA members wishing to participate in these discussions and those developing in the future under the aegis of the Committee can either e-mail me ([hakken@sunyit.edu](mailto:hakken@sunyit.edu)) or join Anthap and request to join the Anthap2 list (contact [dow@argo.acs.oakland.edu](mailto:dow@argo.acs.oakland.edu)). As with any new venture, the Committee is searching out a direction for itself and is in need of more participation.



## TIG: ANTHROPOLOGISTS PRACTICING WITH MASTERS DEGREES

By Marsha Jenakovich  
Practicing Anthropology in Paradise  
Key West, FL

In response to the formation of TIGs by the SfAA, it is a pleasure to announce the on-going activities of this network. This TIG was originally founded in 1995 to provide a national professional network for anthropologists practicing with masters degrees and to establish a forum for the creation of a discourse by and about practitioners with masters degrees. While this TIG remains committed to this original focus, it is recognized that many issues of concern are shared by other practitioners, and welcome all who are interested in this networking effort. To date, this TIG network has sponsored sessions at SfAA annual meetings (1996-1997); compiled a membership list and published a newsletter; maintains a discussion channel on ANTHAP8; and plans to publish a special edition of *Practicing Anthropology* in Spring 1997. This network encourages dialogue and feedback from all practitioners! For more information about the TIG, please contact: Marsha Jenakovich, MAA, 716 Eisenhower Dr., #5, Key West, FL 33040, (305) 292-6429, E-mail: [marshamaa@aol.com](mailto:marshamaa@aol.com).

## METHOD · POWER · CHANGE: THEMES FOR NEXT SPRING'S MEETINGS

By Edward Liebow  
Battelle Seattle Research Center  
Seattle, WA

Planning is now in full gear for the 1997 Annual Meeting, to be held in Seattle, Washington, next March 4-8 at the Madison Renaissance Hotel. This meeting will be co-sponsored by the Society for Medical Anthropology, the Council on Nursing and Anthropology, and the Political Ecology Society. The American Ethnological Society will be meeting at the same time just a few blocks down the street at the Hilton, and it will be possible to attend events at both conferences by registering for the SfAA Annual Meeting.

The Meeting's sponsorship reflects the wide range of subjects where anthropologists' insights and observations today are put to good use. Health and medicine, community development, environmental resource protection, educational reform in every policy domain and every realm of application, from agenda setting to policy making and program evaluation, anthropologists provide methods that give life to the numbers, examine critically the distribution of power, illuminate the arc of change.

### TOPICS:

This year's Program Theme is "Method • Power • Change". The Program Committee especially welcomes contributions on international, regional, and local perspectives from professionals within and outside the academy, and from indigenous communities. We are very interested in presentations that attend as closely to methods as to findings, and that connect with non-anthropologists working toward empowerment and social change. Films, posters, and multimedia presentations are encouraged. Topical domains of interest include, but are certainly not limited to:

#### *Medicine, Nursing, and Public Health*

- Managed and Mismanaged Care
- World Health Goals and Realities
- Gender and Health
- Evolutionary Medicine
- Implications of Animal Health/Medicine for Humans
- Health Policy: Challenges from Above and Below
- The Boomers Hit 50: The Next Wave of Gerontology
- Medical Technology and Treating the Whole Patient
- International Perspectives on Health and Development
- Human Health and the Environment

#### *Environmental Management and Development*

- Borderland and Transnational Ecologies
- Environmental Degradation and Environmental Justice
- Population, Environment, and International Security
- Fisheries, Timber, and Land Management
- Indigenous Organizations and Development
- Global Environmental Change and Economic Globalization

#### *Organizational and Community Development*

- Public / Private Partnerships
- Welfare Reform and Welfare-to-Work Transitions
- Criminal Justice and Community
- Organizational Management and Leadership
- Program Evaluation: State of the Art
- Intellectual Property Rights

#### *Education*

- Restructuring Education
- Power and Empowerment in Educational Change
- Multicultural Education: Power and Method

#### *Shaping Change*

- School in the Context of Community
- Community Schools to Charter Schools: Power to the People?
- Issues of Equity: Gender, Language, Culture, Class, Disability, Racism
- Inclusion in an Exclusive Culture
- Early Childhood and the Impact of "Pushdown Curriculum"
- Method and Power in Educational Evaluation
- The Demise of Public Education
- Indigenous Pedagogy: more than an informal curriculum



### SPECIAL EVENTS:

This year's Meeting Program will feature a number of special events.

#### *Plenary Sessions*

- "Health in the Year 2000," a major symposium jointly sponsored by the Societies for Medical Anthropology and Applied Anthropology
- "Confronting Urban Apartheid," featuring a number of professional anthropologists who are working to shape an agenda to face the urgent political challenges of the inner city.
- An evening of Awards, including the Malinowski Award for Distinguished Service, the Margaret Mead Award for distinguished work by a younger professional, the Peter K. New Award for student research, and, new this year, a distinguished panel of past Society Presidents' will offer awards of merit for a student poster competition.
- An evening reception at the Wing Luke Asian Heritage Museum, in the heart of Seattle's International District.

### Workshops

Workshops are being planned on a subscription-only basis for people interested in hands-on guidance in job-seeking and career-building outside the academy; proposal writing; advertising, marketing and their anthropological applications; working with the Internet and World Wide Web, the new Cooperative Agreement between the SfAA and US Environmental Protection Agency, and special methodological applications (e.g., how to run a focus group).

### Poster/Web Page Competition

A poster competition will be open to all students of anthropology who will be attending the Annual Meeting. "Posters" can include a traditional poster-board format or a Web site/hypercard stack demonstration. The student/s presenting the poster must be the lead investigator for the project, and principally responsible for the poster / stack / web site's design. Presentation of collaborative research is encouraged; however, the roles played by professors and other collaborators must be clearly described. A \$200 cash prize will be awarded for first place, \$100 for second place, and \$50 for third place in the competition.

### Also of Special Interest to Students

The SfAA Students' Committee is organizing a Careers Workshop that will feature a number of professional anthropologists speaking about job markets, job-seeking, and career building. A pair of sessions will be devoted to Applied Training Programs, including (1) a poster display and discussion session at which representatives from as many as two dozen University programs are expected, and (2) a discussion involving student and faculty co-authors focusing on such issues as curriculum definition, internships and other opportunities for hands-on experience, and training in professional ethics and responsibilities.

### Book and Software Publishers' Exhibit

Come and meet the publishers' representatives to learn about new titles and explore publishing options for that writing project that currently occupies a substantial portion of your desk's available surface area.

### Topical Interest Groups

Organized sessions and roundtable discussions will feature Topical Interest Groups that either have already formed or are exploring the possibility. Groups are forming around such diverse interests as "Anthropologists Practicing with a Masters Degree," "Intellectual Property Rights," "NGOs and Nonprofits," and "Human Rights and the Environment." Watch for more information as meeting plans progress. For more information about TIGs, contact David Rymph (drymph@aol.com).

### Tours

The Seattle area offers a combination of scenic beauty, cultural diversity, urban charm, and abundant recreational opportunities. March is mild, and the city's attractions are

many: A thriving International District, museums, theaters, galleries, book shops, and espresso stands on every corner. Nearby are snow-capped mountains (and superb skiing), and the inland waters of Puget Sound. Vancouver, British Columbia, is just a short trip away by car or train, another city of parks, beaches, arts poised on the brink of the Century of the Pacific. Tours are being planned to introduce visitors to the area's ethnic and cultural heritage, its corporate citizens, and key places in the regional health and medicine scene. Possibilities include:

- A visit with occupational medicine specialists and a view of new jumbo jets rolling off the Boeing assembly line
- A visit with Starbucks officials and learn about their corporate citizenship in countries supplying their coffee
- The research and development laboratories at Microsoft headquarters, where you can watch the information age unfold before your very eyes
- The cancer prevention and epidemiology programs at the Fred Hutchinson Cancer Research Center
- The University of Washington's Alcohol and Drug Research Institute and Seattle/King County's Public Health Department-sponsored "Needle Exchange" and Ethnomedicine projects.
- A day trip to Vancouver, British Columbia, including a tour of neighborhoods and a stop at the Anthropology Museum at the University of British Columbia

Detailed instructions about registering for the Meeting are included elsewhere in this *Newsletter*, and can also be obtained from the World Wide Web (<http://www.telepath.com/sfaa/sfaa97>) or by contacting the Society's Business Office: P.O. Box 24083 Oklahoma City OK 73124 Telephone: (405) 843-8553; Fax: (405) 843-5113; E-mail: [sfaa@telepath.com](mailto:sfaa@telepath.com).

Please note: we have less flexibility about deadlines than we have had in past years, because the meeting dates have been moved to early in March. **ABSTRACTS ARE DUE IN THE BUSINESS OFFICE BY OCTOBER 15.** Your early planning, along with your enthusiasm and insights, will make the Meeting a great success. We look forward to seeing you in Seattle in March.

## NCSU ETHNOGRAPHIC FIELD SCHOOL IN COSTA RICA

By Tim Wallace  
North Carolina State University

Thirteen graduate and undergraduate students were given the key to the city of Quepos, Costa Rica, for their research work on the impact of tourism on the region. Quepos is a town of 16,000 that expands to 20,000 (not including tourists) during the tourist high season. The rapid rise in tourism over the last 5-6 years has led to dramatic changes in the physical, social, political and economic landscape of this former United Fruit Company town.

As part of the NCSU Summer Ethnographic Field School, the program participants were to undertake a unique research project on investigating how tourism is affecting the Quepos - Manuel Antonio National Park region. Topics researched by the apprentice ethnographers for the final reports included: environmental education, adventure tourism and sustainable development, the effect of tourism on women, *gringa* - Costa Rican relationships, crime and drugs, homestays as a low impact tourism, tourism and community organizations, expatriate residents and community change, as well as problems of water quality and sustainable tourism.

Participants came from six different universities from across the USA. The program director is Tim Wallace, Department of Sociology & Anthropology, North Carolina State University. The assistant director this year was Eileen Mueller, a graduate student at the Northern Illinois University. Tentative dates for next year's summer field school in Quepos, Costa Rica, are May 13 - June 21, 1997. Persons interested in participating may contact Tim Wallace at 919-515-9025 or via E-mail at Tim\_Wallace@ncsu.edu.

## CAM

The *Cultural Anthropological Methods Journal* is the place to publish and read about the real how-to of text analysis, direct observation, sampling, decision modeling, consensus analysis, and the whole range of qualitative and quantitative field methods in social research. *CAM* has a board of editors from across the social sciences, is read in 12 countries and is in its eighth year of publication. Cost is \$15/year for three issues, including postage. In Canada and Mexico, add \$3 postage. Elsewhere, \$6 for surface; \$9 for air mail. Purchase orders accepted. You can receive all 19 back issues, 1989-1995 for \$84, including postage in the U.S., Canada and Mexico. Send E-mail request for list of back issue contents. To subscribe to *CAM*, send your check to ECS-CAM, 5246 NW 47th Lane, Gainesville, FL 32606. For more information, contact Russ Bernard via E-mail: [ecscam@aol.com](mailto:ecscam@aol.com).

## APPLIED ANTHROPOLOGY ASSOCIATION FORMED IN KAZAKSTAN

The Kazakstan Association of Applied Anthropology (KAAA) formed as a section of the Kazakstan Academy of Natural Sciences at the Academy meeting in Almaty, April 13, 1996. Dr. Mandet Qoykezdeyev of the Kazakstan National University will serve as KAAA's first president.

Dr. Aghyn Qasymjanov, President of the post-Soviet era Kazakstan Academy of Natural Sciences, said that the KAAA takes its inspiration from the SfAA in seeking to apply the study of cultural materials in the public domain. KAAA set two research goals for the immediate future during its April 13 meeting: the renewal of Kazak cultural traditions, and the development of environmentally sensitive and ethnographically honest cultural tourism. On April 16, KAAA held a round table discussion with visiting scholars from Europe in the city of Djambyl. In May 1997, an international congress will be held in Almaty on the theme: Cultural Heritage and Contemporary Cultural Processes.

KAAA is headquartered at 61 Amangeldi Street, Almaty, Kazakstan. Telephone: 7-327-267-1785 or 267-1859. Inquiries about the international congress in May 1997 may be sent to the KAAA office or E-mail: [bruce.privratsky@mep-1.sprint.com](mailto:bruce.privratsky@mep-1.sprint.com).

## POSITION AVAILABLE

Georgia State University, Department of Anthropology, invites applications for an anticipated tenure-track assistant professorship in urban applied anthropology beginning September 1997. Applicants should have a Ph.D. in anthropology and a record of research, including publications in regional analysis. Specific research areas should include one or more of the following: demography, economic anthropology, ethnicity, housing, medical anthropology, migration, regional urban systems and urban policy. Geographic focus should be in the Southeast US, Caribbean, Mexico and/or Central America. The applicant will be expected to teach undergraduate and graduate courses in theory and methods. Salary commensurate with qualifications and experience. Women and minority candidates are encouraged to apply. Application review will begin Nov. 1, 1996 with the position remaining open until it is filled. Preliminary interviews will occur at the AAA meetings November 20-24, 1996 in San Francisco. Send letter of application, vita, and name of three references to Search Chair, Department of Anthropology, Georgia State University, Atlanta, GA 30303-3083. Georgia State University, a unit of the University System of Georgia, is an equal opportunity and affirmative action employer.



## APPLIED/PRACTICING ANTHROPOLOGY: 1996-2000

*Every year the American Anthropological Association's Department of Academic Relations asks department chairs to respond to questions about their curricula and programs. The forthcoming 1996-97 Survey of Departments has a qualitative section, as well. A total of 160 chairs responded. The full report, complete with tables, charts and graphs will be available this fall. The following material is excerpted from the report and is reprinted with permission of the AAA.*

**T**o learn where applied/practicing anthropology may be tending in the academy over the next few years, we asked, "In your viewpoint as chair, what role—present and future—do you see for applied/practicing anthropology in your department?"

The considered opinions below come from colleagues who, as chairs, are among the most qualified of all anthropologists to make predictions about anthropology's future presence on campus.

(1) Of the 160 departmental representatives who responded with written answers, 77% indicated that applied/practicing anthropology in their departments is *very important* (54%), *important* (16%) or *will be important* in the near future (7%); while 23% indicated that applied currently has *little or no presence*, nor will it be enhanced in the near future.

Chairs attributing a very important role for applied curricula used phrases such as "Absolutely critical," "Increasingly important," "Growing component," "Very strong focus" and "Major role." Others stressed the importance of existing applied curricula, but did not emphasize further growth in that realm. One wrote, "Though we have no applied program per se, we are convinced of the importance of practicing anthropology, and many of our graduates work in this field." Another wrote, "We involve students in our consulting and contract work." Another comment was, "Applied is currently part of our five-field introductory course."

Many hoped to expand in applied directions over the next few years: "We would like to hire an applied anthropologist eventually," remarked one chair. "It may take awhile to develop a program in applied anthropology," another offered, and still another colleague commented that "We would very much like to have a position for an applied/practicing anthropologist."

Those who saw little importance for applied/practicing responded with such comments as, "Limited," or "Very little"—and "I don't see us teaching applied anthropology, but we are all aware of—and promote—ideas of being flexible in terms of professional orientation."

(2) Of the 77% favoring applied curricula, courses, faculty and programs, many cited career benefits for students: "We require all majors to do a practicum with a community organization." "Our archaeologists regularly place graduate

students in contract work." "Because few of our students are likely to become academic anthropologists, we offer a course in applied anthropology and public policy, and one in medical anthropology."

The former chair of a BA program wrote, "We are reorganizing our undergraduate curriculum to emphasize research skills that will make our students attractive to a wide range of employers. These include team research projects, interviewing techniques, methods to present findings, and training in hypothesis formulation."

The chair of a mid-sized PhD program wrote, "Anthropology here is grounded in empirical social and biological sciences. We believe there is—or can be—a strong applied aspect to everything we do here in archaeology, biological anthropology and sociocultural. We do not see applied anthropology as a fifth subfield, and are convinced that in another quarter century surviving departments of anthropology will come around to this perspective as well."



### FROM THE EDITOR

**I** continue to be amazed and impressed at what people in this organization are doing. I am also dazzled at the effervescence and energy of the Society's leadership. This issue highlights several of those activities. In particular, I would like to call your attention to two items. First, is the article on the Society's "Long Range Strategic Plan." While it is true that in every organization strategic planning takes place on a regular and continuing basis, the SfAA has rolled up its sleeves, as it were, and is preparing to set some goals and objectives that will carry us well into the next century. In so doing, the Society wants to make every effort to be inclusive and is looking for input at every level from its members. Please do not hesitate to join in the discussions.

Second, it is not too early to start thinking about the annual meetings, which will be held in Seattle during the first week in March. In addition to the always-interesting meetings, Ed Liebow has a slate of exciting diversionary activities that simply will not quit. Even as I write this, Ed is furiously negotiating with Seattle-based entities to add to his itinerary of fascinating (and professionally rewarding) things to do. So that no one can claim not to have seen the registration forms, conveniently tucked into the middle of this missive are the materials necessary to get you on the program.

On a somber note, Tony Paredes just informed me that Barry Laffan, an adjunct instructor at Florida State University died August 5. Tony will prepare a complete obituary in time for the November issue.

(continued on page 16)

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Because all of us are interested in promoting the activities of applied anthropology, is there any interest in initiating a column called (something like) "Members in the Media"? (Please see Susan Allen's piece in the November 1994 *Newsletter* for some background rationale). Within the past year, SfAA members have been quoted in a variety of popular outlets and I would be happy to serve as a repository for these interesting tidbits, which I would faithfully pass on via the *Newsletter*. Tom May sent me a clipping from an article in a January issue of the *New Yorker* in which a paper Doug Goldsmith presented at the Albuquerque meetings is cited and Doug is quoted. Although not on the air with the same regularity as Garrison Keillor, Paul Durrenberger, from the University of Iowa, is a frequent commenorator on National Public Radio. If you come across something of interest, please send it along. Finally, a gentle call for assistance: readers appear to like the art work that is interspersed throughout the *Newsletter*, and so I ask for your help. If you have material that you would like to share with your colleagues, please send it to me. Incidentally, the deadline for receipt of materials for the next issue in *October 31*. Thank you.

-M.B.W.

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